

ABSTRACT OF THE DISCLOSURE

When carrying out further color balance adjustment processing on color-balance adjusted image data having been through color balance adjustment processing, processing performance of the further color balance adjustment processing is sufficiently used. In a digital camera, by carrying out processing such as first AWB processing and chroma enhancement processing on original image data obtained by photographing, output image data are obtained. The output image data are then input to a printer. In the printer, processing which is the inverse of processing carried out in processing means of the digital camera and inverse AWB processing which is the inverse of the first AWB processing is carried out on the output image data, and inverse AWB image data which can be regarded as the original image data are obtained. Processed image data are then obtained by carrying out second AWB processing different from the first AWB processing on the inverse AWB image data, and a print is generated by output means based on the processed image data.